

Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 CIAE-00 EB-08 INR-10 LAB-04 NSAE-00
PA-02 SIL-01 ICA-20 /058 W
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P 181811Z APR 78
FM AMEMBASSY MOSCOW
TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC 0603
AMCONSUL LENINGRAD

UNCLAS SECTION 01 OF 02 MOSCOW 08068

USDOC FOR BEWT/TPD (THOMPSON)

E.O. 11652: N/A
TAGS: BEXP, ETRD, UR
SUBJECT: FINAL REPORT -- STANKI II - 1978

SUMMARY: FROM THE STANDPOINT OF ATTENDANCE AT THE EXHIBITION AND SEMINARS, PRODUCT PRESENTATION, ORGANIZATION AND INTERESTED PROSPECTS STANKI II WAS AN EXCELLENT SHOW. IMMEDIATE AND PROJECTED SALES DID NOT MEASURE UP TO EXPECTATIONS WHICH IS CONSISTENT WITH RECENT SOVIET POLICY OF REDUCING THEIR OFF-THE-FLOOR PURCHASES AT EXHIBITS. HOWEVER, MAJORITY OF EXHIBITORS ACHIEVED THEIR PRIMARY OBJECTIVES. END SUMMARY.

1. (1) "STANKI II EXHIBITION/SEMINAR.

(2) SOKOL'NIKI PARK, MOSCOW, APRIL 4-13, 1978.

(3) EXHIBITORS SEEKING AGENTS -5-.

- AGENTS APPOINTED -1-, UNDER NEGOTIATION -1-.

(4) FLOOR SALES - \$1,729,390.00.

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- 12 MONTHS PROJECTION: \$32,420,000.00.

(5) ATTENDANCE - EST: SEVENTY TWO (72) THOUSAND

- SEMINAR/ATTENDANCE: SEVENTY (70) TO NINETY

- (90) PERSONS.

2. EXHIBITORS' COMMENTS:

KINGSBURY MACHINE TOOL CORPORATION
80 LAUREL STREET
KEENE, NEW HAMPSHIRE 03431

"WE THOUGHT THAT THE QUANTITY AND QUALITY OF VISITORS BOTH
TO THE SHOW AND THE TECHNICAL SEMINAR WAS EXCELLENT.
WE ARE OF THE OPINION THAT WE HAD VERY GOOD EXPOSURE,
VERY EXCEPTIONAL FROM OPERATING STAFF. GOOD SHOW**"

IMMEDIATE SALES: \$42,000.00

PROJECTED SALES: -0-

"NOT CLEARED FOR PUBLICATION"

MOOG INC. HYDRA-POINT DIVISION
P.O. BOX 143
BUFFALO, N.Y.

"VERY DISAPPOINTED THAT SO VERY FEW SALES WERE MADE
OFF THE FLOOR OF THE EXHIBITION, PARTICULARLY AS
STANKOIMPORT INFORMED ME PRIOR TO THE SHOW THAT PROSPECT
FOR AN IMMEDIATE SALE WERE EXCELLENT."

IMMEDIATE SALES: -0-
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PROJECTED SALES: \$800,000.00.

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O.K.MACHINE & TOOL CORPORATION
3455 CONNOR STREET
BRONX, N.Y. 10475

"OUR 16TH SHOW SINCE STANKI I. EXHIBITIONS HAVE BEEN
WORTHWHILE. GOOD SHOW. EXPECT BELOW SALES NEXT 12
MONTHS."

IMMEDIATE SALES: \$ 45,000.00

PROJECTED SALES: \$ 1,400,000.00

"CLEARED FOR PUBLICATION"
O.S. WALKER COMPANY INC.
ROCKDALE STREET
WORCESTER, MASS.

"WE WISH THAT WE HAD ARRANGED FOR A PRIVATE OFFICE IN OUR BOOTH. WILL DO SO NEXT TIME. THIS IS A GOOD MARKET FOR OUR COMPANY. GOOD QUALITY VISITORS, BUT TOO FEW AMONG THE MANY PEOPLE THAT CAME TO THIS SHOW. WE WILL PARTICIPATE IN FUTURE SHOWS IN THE U.S.S.R."

IMMEDIATE SALES: -0-

PROJECTED SALES: \$500,000.00

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3. COMOFFS CONDUCTED INTERVIEWS WITH FLOOR REPS OF A RANDOM SAMPLE OF 53 FIRMS PARTICIPATING AT STANKI II ON DAY BEFORE CLOSING AND PICKED UP FOLLOWING ITEMS OF NOTE:

-- SEVERAL FIRMS, MOSTLY SMALLER ONES, WERE VERY DISAPPOINTED WITH SALES LEADS DEVELOPED AT SHOW AND PREDICTED THAT IN VIEW OF SUBSTANTIALLY HIGHER COSTS DUE TO SHARPLY INCREASED HOTEL AND OTHER COSTS THAT THEY WOULD NOT BE RETURNING FOR STANKI III SHOULD IT EVER COME OFF.

-- ALL FIRMS REPORTED HIGH INTEREST IN THEIR EQUIPMENT ON PART OF VISITORS TO SHOW, BUT PURCHASING DECISION-MAKERS (FTOS) WERE NOT MUCH IN EVIDENCE.

-- THREE LARGER FIRMS INTERVIEWED (MCDONNELL-DOUGLAS, BENDIX, BRYANT GRINDER) REPORTED SEVERAL INQUIRIES WHICH WERE SERIOUS BUT FIRM REPS COMPLAINED ABOUT LACK UNCLASSIFIED

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OF PRECISION IN U.S. EXPORT CONTROL REGULATIONS WHICH PRECLUDED THEM FROM QUOTING EQUIPMENT AT HIGH END OF THEIR PRODUCT RANGE.

ADDITIONALLY, COMATT WAS ROUNDED SEVERAL TIMES BY SOVIET MACHINE TOOL OFFICIALS, INCLUDING TWO AT DEPUTY MINISTER LEVEL, ABOUT EQUIPMENT ON DISPLAY BEING REPRESENTATIVE ONLY OF "YESTERDAY'S TECHNOLOGY." THIS ALLEGATION WAS STOUTLY REBUTTED BY SEVERAL EXHIBITORS WHO CLAIMED THEY HAD BROUGHT THEIR LATEST MACHINE TOOLS TO STANKI-II, BUT SOVIETS, AT LEAST OPENLY, REMAINED UNCONVINCED. AS ONE AMERICAN WAG PUT IT: "YESTERDAY'S TECHNOLOGY ISN'T SO BAD IN A COUNTRY THAT BOASTS THE-DAY-BEFORE-YESTERDAY'S TECHNOLOGY*"

4. EXHIBITORS WERE IMPRESSED BY SUPPORT GIVEN BY AMBASSADOR DURING OPENING CEREMONIES AND RECEPTION HE HOSTED FOR THEM AND SOVIET VIP'S AT SPASO HOUSE, AS WELL AS BY GENERAL SUPPORT FROM EMBASSY STAFF. TOON

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